

SUMMARY

This thesis deals with the functions and resources of public relations implemented by businesses. Public relations are one of the main modern communication tools and their contribution is significant to the creation of a favorable image in the business. Public relations considered as a process comprising the steps of research , planning , communication and evaluation and techniques that businesses use to achieve the objectives of their programs. The most important part of the research work is carried out to verify that public relations is one of the most important functional parts of the business as well make them competitive and sustainable in time .

